1. Difference between an Entrepreneur and an Employee

Most people would like to own their own business and be their own boss but hesitate because they worry about having enough money, time and/or experience to start and operate their own business.

Someone who earns a living by working for someone else is an employee of that business. Employees all have one thing in common - they do not own the business - they work for others who do.

Entrepreneurs, in contrast, are both owners and employees. An entrepreneur is responsible for the success or failure of his own business.

There are four basic principles to entrepreneurial success:

1. Buy low
2. Sell high
3. Satisfy customer needs
4. Keep good records.

An entrepreneur develops his or her own market knowledge. An entrepreneur knows their community and has had life experiences that no one else has. They use this knowledge to become a successful entrepreneur. Entrepreneurship is about connecting your business idea to the needs of your community.

1. The Pros and Cons of being an Entrepreneur

Think about what you want out of life. What are your priorities? Keep these things in mind as you read the pros and cons of being an entrepreneur. This can help you decide whether you are more suited to being an entrepreneur as compared to being an employee.

Pros of Entrepreneurship

1. Independence

An entrepreneur does not have to follow orders or observe specific working hours. An entrepreneur only needs to prove to himself that he or she can accomplish the personal goals that they set.

1. Satisfaction

It is very satisfying to turn a skill, interest or hobby into your own business. It is this satisfaction, alone, that can drive an entrepreneur.

1. Financial Reward

Entrepreneurs can earn fortunes by working hard. Many entrepreneurs have grown small businesses into large companies that, in turn, have created jobs, economic opportunity, and wealth for the owner.

d. Self Esteem

The entrepreneur sets a number of personal goals or objectives. As those goals and objectives are reached there is satisfaction in the accomplishment. A direct result of that sense of accomplishment is self esteem.

Cons of Entrepreneurship

1. Business Failure

When starting a new business there is risk of losing that business and the money you invested. However as Henry Ford said, "We learn more from our failures than our successes."

1. Obstacles

Your family and friends may discourage you from starting your own business. They may feel you are incapable or that the business world is too tough for you. Many people in your life will have an opinion about your business idea and those opinions may create obstacles - it will be up to you to decide whether you can overcome them.

1. Loneliness

You are responsible for your own actions when you are in business for yourself. This can, at times, be both a bit scary and lonely.

1. Financial Insecurity

An entrepreneur will face many financial challenges along the business venture road. Bills will need to be paid, choices will have to be made and often it is the entrepreneur that is the last to be paid.

1. Long Hours/Hard Work

Ray Kroc whose claim to fame is the MacDonald's restaurant chain had a simple motto, "Press on" and he would work eighty hours a week to do just that.

IV. Ten Steps to Taking Care of Business

1. The Entrepreneurial Personality

In order to be an entrepreneur you must possess a fundamental need to control your own destiny. The entrepreneur does not feel completely fulfilled working for someone else and is not happy taking orders from a higher-up.

How do you know if entrepreneurship is for you? The following suggestions provide some insight into determining whether you are an entrepreneurial personality:

1. Meet with other entrepreneurs. In order to determine whether you're just daydreaming or whether you've really got what it takes to be an entrepreneur take the time to meet with entrepreneurs in your community. Take a look at their lifestyles and talk with them about being an entrepreneur.

o Did they know how much time and energy owning their

own business would take?

o Do they begrudge the time their business takes?

o How do they manage their business and their family

commitments?

o Did they understand the changes that would take place in their lifestyle?

o Did they conduct market research before going forward? o Did they have enough money to start their business? o Would they do it again?

1. Attend seminars or classes in entrepreneurship. Many firms and agencies specialize in working with individuals who wish to be or already are in small business. Community Futures offices, like the Newsask Community Futures Development Corporation, work extensively with individuals who are interested in pursuing a business opportunity. These offices are located in every corner of Saskatchewan with the exception of the cities of Saskatoon and Regina. Call your local Community Futures office to find out how they can assist your aspiring entrepreneurs. Most often counselling services and/or workshops are offered free of charge and may be offered directly in your school.
2. Check out your community libraries. Most school and regional libraries have resources dedicated to entrepreneurship. Another choice you might make is to contact your local Infosource library which has recently been integrated into most Community Futures offices. Infosource is the regional component of the Canada Business Service Center located in Saskatoon and is the result of a 1999 initiative to expand service

regionally to encourage increased use. The Infosource library located at the Newsask Community Futures Development Corporation includes print, audio, video and electronic media including extensive database access. The Newsask library provides a lending service. Call today to find out more.

1. Be aware of your strengths and weaknesses. Very few individuals possess all the characteristics needed to be a successful entrepreneur. It is important to understand your strengths and weaknesses. The following tips will help you determine your own strengths and weaknesses:

o Create a personal resume. List your personal and

professional expertise. For each job you have held describe the duties for which you were responsible and your degree of success with each. Include personal hobbies, accomplishments and any special knowledge you possess. This list will give you an idea of the type of business that might best suit your interests and experiences.

o Analyze your personal attributes. Are you friendly? Self -motivated? A hard worker? Are you well organized? Do you have common sense?

o Analyze your professional attributes. You must be aware of the areas where you are most competent as well as the areas you might need some help. Record your competency levels as good, fair, or poor. Know that every person can't know everything - be prepared to ask for help.

1. Define your business goals. Setting goals is an essential part of choosing the business that's right for you. You need to be happy with what you do so you must know what your goals are. When setting goals:

o Be realistic

o Be specific

o Be optimistic

o Establish both short and long term goals. Plan your goals for a week to a year and then, plan for five years.

Consider the following factors when setting your goals:

o Income - Decide how much money you want to make the

first year and for the next five years.

o Lifestyle - How many hours are you willing to work? What

personal assets are you willing to risk? How does your

family feel about your business idea?

o Scope of Business - Where and how do you want to operate your business - Part time? Full time? On Main Street? From your home? Do you prefer to work alone?

o Personal Gratification - How much will your business venture satisfy your ego?

Most importantly when discovering your entrepreneurial personality you must be honest with yourself. You will have a much better chance of being successful if you go into business well aware of your strengths and weaknesses and have strong personal goals.